

ATARI

## COIN CONNECTION™

## Atari® Previews New Vision at AMOA '83

**T**he Coin Games Division of Atari is introducing three sensational new video games at this year's AMOA Show: *Liberator™* an adventure in space where the player zaps enemy missile bases on planets resembling Earth and Jupiter; *Millipede™* an exciting journey deep into a forest glade where the player must defend himself from hordes of exotic insects; and *Pole Position™* an absolutely unbelievable driving game—it's so realistic players lean into the turns. All three games can be seen at the ATARI Exhibit.

*Liberator* is a challenge that no true player can resist. As a planet rotates below, enemy missile bases appear on the horizon. As soon as they get to the center of the planet's surface they'll

change into satellites. The player must blast the enemy bases with one of his four ships.

The missile bases fire at the player's ships, as do the satellites. The

Enter "Thecade" with AMOA Show November 18. Our new "high-tech" exhibit provides the ideal of-the-art" game technology in the gallery featuring an historical presentation of Atari, you'll glimpse a bit of our past, present and future. Come join in the celebration of our Tenth Anniversary...and be ready for an onslaught of surprises.

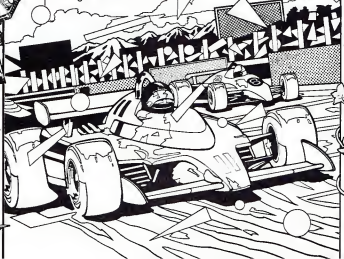
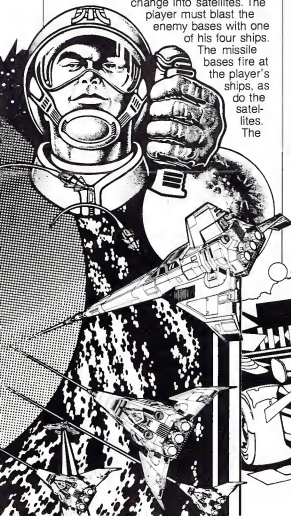
Next DeAtari at the in Chicago through 20. tech" exhibit setting for "state-of-the-art" design technology in the gallery featuring an historical presentation of Atari, you'll glimpse a bit of our past, present and future. Come join in the celebration of our Tenth Anniversary...and be ready for an onslaught of surprises.

player does have shields to protect his ships, but they're no help against the MIRVs that are fired in higher game levels. As the player's skill increases, the game becomes increasingly difficult, throwing fireballs and starballs at the player's ships. The number of enemy bases increases, the planet rotation speed increases and direction of rotation alternates. The planet's appearance will change, as well. And for the final challenge, the player is faced with a "smart" missile base which can change the direction of planet rotation to avoid being hit by the player laser blaster.

*Millipede* is fast-paced fun for the whole family. It may seem harmless at first but look out—danger is at hand

in the form of dragonflies, beetles, spiders, mosquitos, inchworms and a swarm of bees that really mount a ferocious attack. All the player can do is move quickly, shooting his arrows up through the field of mushrooms at the scattered insects. Those pretty flowers that appear instead of mushrooms aren't so nice, either. They will stop the player's arrows cold. *Millipede* will have players panting by the end of the game!

*Pole Position* will drive players crazy! Zooming around turns at high speed, the player tries to guide a high-car through the qualifying lap in under 73 seconds, all the while avoiding the other cars on the track. The turns are tight, and if the player's car veers off the track, he's likely to run into the road signs posted at intervals along the way. Once the driver qualifies, he's continued on next page



## Alan Van Campen Appointed Director of National Sales

Don Osborne, Vice President of Sales and Marketing, has announced the recent addition of Alan B. Van Campen as Director of National Sales for the Coin Video Games Division. Mr. Van Campen comes to Atari from Kawasaki Motors Corporation, where he was the Northeastern Regional Sales Manager.

Mr. Van Campen knows well the meaning of being a "team player". Upon graduating from the University of Maryland with a degree in marketing, he played defensive end for two seasons with the N.Y. Giants. Because of a forced retirement due to injury, he decided to pursue the advertising marketing and sales management interests he developed at college. His career line includes advertising agency experience, most notably with the top N.Y. firm of D'Arcy-MacManus and Masius Inc. He served for several years as Community Relations Director for Xerox Corporation in Rochester, N.Y. On his own time, he contributed marketing expertise to the campaigns of various upstate N.Y. politicians.

Commenting on Van Campen's appointment, Osborne said, "Alan has a strong understanding of the distribution of sales, but his experience is much broader than that. His sales background



is supported by a diverse advertising, marketing and community relations knowledge. These different orientations have enriched the total working experience he brings to Atari."

Mr. Van Campen is aware of the negative public image that surrounds the coin video games industry. He relates that the stigma attached to video games is not unlike that associated with motorcycles. With the insight he has gained from past responsibilities, he urges a continuance of communication between

industry and civic leaders. "Atari has already done a good deal more than others in this respect. In our approach to the public, we need to continue emphasizing Atari's desire to be a vital member of the community and to educate the citizens via the leaders that video game playing is a healthy form of family fun. Of course, this campaign calls for a combined effort with our distributors and operators."

As far as Atari's stance in the marketplace, Mr. Van Campen sums up his feelings rather emphatically: "Losing is not a viable option. I like to be a winner, and I like to associate with winners. Atari is clearly the ace in the winner."

## AMOA '83 continued

given a starting position from one to eight for the final race. The lights count down: red, red, red, green, and all eight cars take off. Puddles of water and oil on the track can slow a car down, so it's best to avoid them. When the race is completed, the driver is ranked from one to 300. Once players have mastered Pole Position, they'll be ready to take on Mario Andretti at the Indy 500 anytime.

This year's AMOA Show is the port-hole to an exciting new era of Atari: leadership, creativity and innovation: the vision continues.

\*Pole Position is engineered and designed by NAMCO, Ltd. Manufactured under license by Atari, Inc.

## Youth Rights And Video Game Legislation

*This is the fourth in a series of articles on Youth Lifestyles by Brenda Wells-Flexer, Graduate Intern.*

### A Case Study on Youth Rights

In the 1970s skateboard fever spread across the nation. Skateboard manufacturers increased production and skateboard parks opened to meet the demands of teenage consumers. In communities where skateboarding was popular, city councils began passing legislation to control the sport.

In 1975 land was purchased in San Jose, California to build a skateboard park. Due to citizen protests, the City Council passed a moratorium on skateboard parks in San Jose.

At this same time, the San Jose Parks and Recreation Department was operating special interest clubs in junior and senior high schools throughout the city, with one of the most active being skateboard clubs. When members of a skateboard club in south San Jose learned that the park was not going to be built, they developed a plan to reverse the decision of the City Council. With the assistance of parents, teachers, recreation teen leaders and skateboard operators, the teenagers' plan included gathering support from other teenagers and adults. With the help of other skateboard clubs, petitions were distributed throughout the city. Local media helped publicize their campaign and the club members visited City Hall to present their case to the City

Council. Due to a well-planned campaign and very strong presentation to the City Council, the park was approved.

This is an example of the political clout that teenagers working together can have in local communities. They are an untapped resource for the video game operators.

### Video Game Legislation

The rights of teenagers to play video games have been severely hampered by the restrictive legislation that has passed or is pending in local communities in 31 states.

The most prevalent includes:

1. Zoning ordinances restricting video game operation near schools, churches or residential areas.
2. Restricting hours of operation.
3. Age restrictions such as requiring players under 16 to be accompanied by an adult.
4. Limiting the number of games at each site, moratorium on new arcades, etc.
5. Increased licensing fees and sales tax fees which discourage expansion.
6. Anti-noise ordinances. There are also 13 states with taxation on coin-operated video game laws passed or pending.

### Youth Rights

Youth find video games challenging, complex, and graphically exciting. The games require a great deal of skill, and teenagers love the complexity of pushing buttons and gathering around the games

with their friends and peers in a social environment.

By the time teenagers find out about local video game legislation it is usually too late for them to speak out against it. They need some guidance from adults and deserve competent and effective advocates when regulation of their rights is being considered by lawmakers. Interested adults should be alerted to the work that must be done to inform the public and decision makers about youth needs, interests, rights and responsibilities to secure positive action.

Helping teenagers develop a support group to protest video game legislation could have the same results as what occurred in San Jose, California. The Children's White House Conference passed the Nation's Rights for Children with one being: *The right to have a meaningful choice in the process of maturation and development.* If video game clubs were formed by operators throughout the nation, composed of regular players, teenagers would be united to defend their freedom of choice to enjoy video games.

Every child should be entitled to experiences that foster growth to responsible adulthood and enhance self-respect. Working with local operators and other advocates for youth rights, teenagers would learn to become participants in local political issues and defend their rights as members of their community.

## OPERATOR OF THE '80s Starship Video of Upland, CA

The technical know-how of four engineering and physics majors is evident in the ingenious space-theme amusement center in Upland, California. Messrs. Reynolds, Joseph, Gross, and Hellinger, partners at Starship Video, are all under 26 years of age and brimming with new ideas on how to run their game center.

"We realize that having a successful amusement complex amid today's competition means more than just tossing some games into a game room. Our central themes are constant innovation, community involvement, and a safe, clean environment," says Steve Joseph, one of the principal owners.

Coming soon will be a star attraction at the amusement center, a three-foot robot—a welcome guest from the local school, Cal-Tech, where both Gross and Reynolds are assisting in the robot's creation. A video camera disguised as an "eye" sits on the head of the robot. Tire tread allows the robot to climb up to a video game where the "eye" sees the screen of the game. This eye sends the message back to a monitor which is hidden from view where an experienced player manipulates the controls through

the robot. The robot will be able to "play" any of the games at the center.

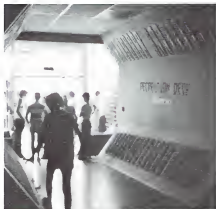
Starship Video also has a walking change machine in the works. Before putting in the carpet at the center, an electrical wire was placed on the floor. The machine will be set on a cart, with a sensor on the bottom. The sensor tells the machine where to move along the wire, powered by a motor with a 12-volt battery. The result will be a slow-moving change machine circling the entire floor once every hour. It will move at a slow enough crawl that a player will be able to make change for a game without even leaving the machine he is playing on.

Bill Gross and Steve Joseph met when they were designing speakers for different companies. They decided to pool their talents, along with the other two gentlemen, Lee Hellinger and Scott Reynolds, in a new style arcade. The sound system in Starship Video reflects the background of the two partners. A huge screen dominates the room with a monitor covered with grille cloth attached to the ceiling, giving a futuristic high-tech appearance to the arcade. Nine-foot speakers flank the large screen. The magnificent sound system is used for rock music, and on Saturday nights, Steve Joseph works as D.J. in the change booth during dances.

The four partners wanted to have an arcade where they could utilize their video-game expertise. They have started a video school, where every Saturday morning the big screen is used as a giant electronic blackboard. The "game of the week" is televised on the screen, and the top player on the game demonstrates various playing strategies to enthusiastic students.

The Starship Club (membership is one dollar) offers members two free tokens a day for a 31-day period. Each member gets a card a month that is punched each time he gets his tokens. According to Joseph, this is an extremely popular club, and each card is almost entirely used up at the end of the month.

There is also a special free play for ten minutes during an hour when there are at least 75 people present in the ar-



Starship Video's boarding airlock, a futuristic passageway to the "Recreation Deck."

cade. "Flight attendants" wearing flight crew t-shirts pass out free tokens. The philosophy behind this is promoting the games when they are going strong instead of the usual promotion time when there is a lull.

Starship Video promises to be an innovative and inspiring location.

## TECHNICAL TIP Tempest

**Symptom:** Some of the rims between the tube rails are missing on some playfields. For example, the first circular playfield is missing the top rim. Self-test shows an E in the middle of the screen. This indicates that the EAROM at location C-3 on the Auxiliary PCB is defective. Replacing the EAROM does not correct the problem.

**Solution:** The problem lies outside the Auxiliary PCB. Two probable causes exist. The interboard connector to J-19 on the main PCB has shorted or has open wires. Or the transceiver IC H-2 (74LS245 or AM8304B) on the main board has failed.

The "New Profit Power for Convenience Stores" package is available to operators by contacting Marketing Services. Designed like a brown paper bag filled with "goodies," the brochure provides an effective tool for developing a new coin video market. Atari exhibited at the N.A.C.S. Showcase in Chicago (September 19-21).



Bill Gross, co-owner of Starship Video, works on Challenger 1, their soon to be unveiled video-game-playing robot.



Captain Starship greets newcomers to Starship Video's grand opening celebration, which featured live broadcasts by KOLA and KGGI disc jockeys, refreshments and free prizes.



# Dig Dug™ Delights Movie Crowd

Come on everybody, take a chance...  
Go underground and do the Dig Dug  
Dance.

Use your pump just like a bazooka.  
Use it to blow up the bad man, Pooka™  
Pump up Fygar™ and put out his  
flame.

Eat all the veggies and win the game.

Look out Hollywood! Dig Dug, Pooka  
and Fygar have come to the big screen  
—bringing all the comical warmth and

amusing charm they exude in round after  
round of the video maze game.

Their exploits are memorialized in an  
original Dig Dug Tune which is only a part  
of the magic captured in the two-minute  
Screenvision that has played in major  
first-run theaters nationwide over the past  
few months.

Designed to have the razzle-dazzle ap-  
pearance of a preview of an upcoming  
movie release, the cinema spot targets

advertising to an audience in a com-  
plementary entertainment environment.  
And entertain it does! The superlative  
special effects and creative story line  
have many of the movie goers rolling in  
the aisles long before the feature film  
flashes on the screen. What's even more  
important is that the "fun" portrayed in  
the commercial prompts audience  
members to pop a few quarters into the  
Dig Dug game out in the lobby during in-  
termission. Some independent theatre  
managers, not included within the  
Screenvision network, have voiced their  
own requests to run the clip—they're  
clamoring for Dig Dug's natural star-  
quality magnetism.

The whimsical humor of the Dig Dug  
drama has also been tested in top na-  
tional television markets—both in 30- and  
60-second spots. Atari is committing  
money and energy in a campaign to em-  
phasize to the public the many positive  
aspects of the video games industry  
which oftentimes go neglected by the  
media. The light-hearted commercials are  
intended to show how video game playing  
in local arcades can provide "down-to-  
earth" family fun and entertainment.

So... lights, camera, action. Whether  
it's on the video game display screen, the  
television screen or the wide cinema  
screen, Dig Dug is sure to play to stand-  
ing room only!

\*Engineered and designed by Namco, Ltd. Manufactured  
under license by Atari, Inc.

## Official ATARI High Scorers

as of November 1, 1982

Game	Player's Name	# of Points	Date and Time	Location
Asteroids®	Leo Daniels 20 years	40,101,910	2/6/82 36 hrs 4 min	Ocean View Corp. Carolina Beach, NC
Asteroids Deluxe™	Kevin Gentry 22 years	2,117,570	12/29/81 5 hrs 25 min	Court Jester Lake Charles, LA
Battlezone®	Ken Chevalier 16 years	12,009,000	2/20/82 12 hrs	Star Station 101 Atascadero, CA
Centipede™	Mike Baird 18 years	12,311,126	8/27/82 21 hrs 12 min	Phil's Amusement Lakewood, CA
Dig Dug™	Ken Vance 18 years	12,364,840	7/11/82 7 hrs 31 min	Tilt Arcade Las Vegas, NV
Gravitar™	Ken Vance 18 years	722,500	9/26/82 2 hr 39 min	Tilt Arcade Las Vegas, NV
Kangaroo™	Shawn Dybdahl 16 years	285,300	10/1/82 1 hr 46 min	Tilt Arcade Las Vegas, NV
Missile Command®	Ron Kussman 20 years	63,983,475	6/20/82 45 hrs 30 min	Star Arcade Upland, CA
Space Duel™	Ken Vance 18 years	397,460	5/15/82 1 hr 7 min	Tilt Arcade Las Vegas, NV
Tempest™	David Plummer 14 years	2,175,743	10/5/82 2 hrs 23 min	Midtown Amusements Regina, SK Canada
Warlords™	Peter Skahill 23 years	911,875	8/29/82 45 min	UCLA Games Center Los Angeles, CA

## Did You Know?

Video games legislation pending in 31  
states across the nation is an infringe-  
ment on children's rights. See article on  
Youth Lifestyles for more information.

### Coin Connection Staff

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